

OFFICE OF THE EXCISE COMMISSIONER, PUNJAB

To

1. All the Deputy Commissioners (Excise), incharge of the Zones in the State of Punjab.
2. General Managers, All Distilleries in the State of Punjab.
3. General Managers, All Bottling Plants/Breweries in the State of Punjab.

No. X-2-2023/ 285-287

dated: 13-03-24

Subject:- Approval of the labels for Imported Foreign Liquor for the year 2024-25.

Memorandum:

As per Excise Policy for the year **2024-25** labels for brands of Indian Foreign Liquor have to be approved. You are therefore, requested to submit labels of all your brands of Indian Foreign Liquor for approval to the Excise Commissioner for the year **2024-25**. The underlined legends should be pasted separately on the bottles of Indian Foreign Liquor in form/shape of sticker. The labels are required to contain the legends as under:-

- (i) Name & address of the importer/distributor in Punjab.
- (ii) Minimum Retail Sale Price of liquor as per formula contains in the Excise Policy 2024-25.
- (iii) The expression "Consumption of alcohol is injurious to health."
- (iv) Be safe-don't drink and drive.
- (v) "For sale in Punjab only"
- (vi) Any new brands/variant, manufactured/imported from outside of the State of Punjab/India. seeking for registration in Punjab for the first time, shall provide the proof of registration/approved EDP in at least 3 States/UT of the Country. The department reserve the right to impose any additional condition for such registration.
- (vii) In case any company or manufacturing unit introduce any variant of an existing brand during the financial year 2024-25, it will be registered at the same EDP of original existing brand.



(Naresh Dubey)

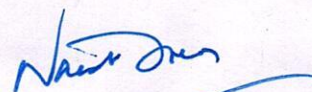
Addl Commissioner (Excise),
for Excise Commissioner, Pb.

No.X-2-2024/ 288-289

dated: 13-03-24

A copy is forwarded to the following for information and necessary action only :-

1. Deputy Commissioner (D), Punjab.
2. All Assistant Commissioners (Excise), Incharge of Rangers.



(Naresh Dubey)

Addl Commissioner (Excise),
for Excise Commissioner, Pb.